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## **Traction Factory Revs Up its Rallycross Racing Sponsorship**

Milwaukee, Wis. (April 3, 2017) – Traction Factory, an award-winning global business development and communications firm based in Walker’s Point, is revving up its sponsorship of Global Rallycross racer Tanner Whitten as he aims to become the first American driver to win the 2017 FIA (Federation Internationale De L’Automobile) World Rally championship.

The firm began its Global Rallycross sponsorship in 2015 as 24-year-old Illinois native Whitten raced in several U.S. cities via the GRC ‘Lites’ division, progressing his career through the ranks garnering six podiums and two P1 finishes over the last two seasons. He was also honored with the prestigious ‘Rising Star Award’ during the RedBull Global Rallycross circuit in 2016.

The agency is excited to support Whitten as primary sponsor for his debut on the racing world stage via the 2017 RX2 International Series which will take place from May through November in seven rounds across three continents visiting Mettet, Belgium, Lydden Hill, Great Britain, Hell, Norway, Höljes ,Sweden, Trois-Rivières, Canada, Lohéac, France and Cape Town, South Africa.

Traction Factory is successfully leveraging the sponsorship for global business-building and views it as a valuable opportunity to see client products in action on the track and gain insights on collaboration and strategy that ultimately benefit their own creative work.

“Racing provides a great way to help us demonstrate that while we take our work seriously, we also can have fun and present our brand to a worldwide audience in a non-traditional way,” Scott Bucher, Traction Factory president.

Traction Factory is a fully integrated business development firm providing momentum to client partners through strategic thought leadership and award-winning creative. It’s a direction that is praised by clients including Snap-on Tools – Kenosha, Wis., Snap-on Diagnostics – Lincolnshire, Ill, Lakefront Brewery – Milwaukee, Wis., Toyota Material Handling, USA –Columbus, Ind., Hofmann–Conway, Ark., John Bean–Conway Ark., Delta Diner – Delta, Wis., ALS Association, WI Chapter – Milwaukee, Wis., Northwestern Mutual – Milwaukee, Wis., Milwaukee Fire Department – Milwaukee, Wis.